Execution of Major and Medium irrigation projects in the country

93. SHRI RAMANAND YADAV: Will the Minister of WAT" ER RESOURCES tfe pleased to state:

(a) whether it is a fact that the major and medium irrigation projects are under execution for the last more than ten years in the country;

(b) whether it is a fact that due to the delay in execution of the irriga-tional project, the cost has increased many times more than the estimated cost of the projects in the beginning;

(c) if so, what was the original estimated cost of these projects and what is the increased amount of cost of each project, upto-date;

(d) if the answers to parts (a) & (b) above be in the affirmative, how many irrigation projects of major and medium size are under execution in the country and when those projects were taken up; and

(e) what was the time schedule fixed for the completion of the projects and when these projects are expected to be completed ?

THE MINISTER OF WATER RESOURCES (SHRI B. SHANKARANAND) : (a) to (e) 57 major and 35 medium irrigation projects were taken up at various times and are under execution for more than ten years. Since the costs are escalating, the present costs of these projects cannot be indicated. The completion of these projects will depend upon the outlays provided for them by the State Governments.

Revenne earned from advertising by Doordarshan

94. SHRI BIR BHADRA PRATAP SINGH:

SHRI BHAGATRAM MANHAR:

Will the Minister of INFORMATION AND BROADCASTING be

pleased to state :

(a) what is the total annual revenue earned by Doordarshan from advertisements during the last three years;

(b) the ten biggest customers of advertising time on Doordarshan and the amount spent by each one of them during 1984 and 1985;

(c) whether it is a fact that some advertisers of detergent soaps and fabrics have monopolized most of the prime time for advertising available on Doordarshan; and

(d) what was the total advertising prime time in terms of number of hours during 1984 and 1985 and names of five top agencies buying this time, including main products advertised by them ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V.N. GADGIL) (a) Total gross revenue earned by Doordarshan commercial service during the last three Financial Year is as un-under :—

1982-83	Rs. 15, 88, 74, 060/-
1983-84	Rs. 19, 70, 99, 238/
1984-85	Rs. 31, 43, 45, 326/-

(b) The ten biggest customers of advertising time on Doordarshan and the amount spent by each one of

them during 1984 and 1985 is as under :—

1984	(Rs. in lakhs)	1985	(Rs. in lakhs)
1. HLL	101.5	HLL	220.7
2. Pure drinks	63·5	FSL	156.8
3. Nirma	58.8	Cadbury	94.6
4. Cadbury	58·2	Nirma	75·1
5. HMT	57.0	Godrej	66.0
6. Colgate	49.0	HMT	65.0
7. Brooke Bond	48·6	Colgate	58.0
8. Niky Tasha	35·4	RHL	57·6
9. S. Kumar	33·7	TOMCO	50· 2
10. FSL	32.2	MRF Tyre	40·7

(c) No, Sir. The advertisers of detergent soap and Fabrics had booked only 1/5 of the advertisement time available on Doordarshan.

(d) The total advertising time in terms of hours during 1984 and 1985 booked on the Network and names of five top agencies buying this time together with their main products is as under :—

Total Commercial Time Booked in 1984 – – – – – – – 15 Hrs.
Total Commercial Time Booked in 1985 – – – – – – – 15 Hrs.

1984		1985	
Agency	Main Products	Agency	Main Products
H.T.A.	Boost, Horlicks, FSL Products, Bombay Dyeing.	OBM	Cadbury Products, Johnson & Johnson Products.
LINTAS	Hindustan Lever Products, Johnson & Johnson Products.	HTA	Boost, Horlicks, FSL Products.
OBM	Cadbury Products, Johnson & Johnson Products.	LINTAS	Hindustan Lever Products, Johnson & Johnson Products.
CLARION	RHL Products, Geoffery Manners Products, Tata Oil Products, Glaxo Products.	CLARION	RHL Products, Geoffery Manners Products, Tata Oil products, Glaxo Products.
CHAITRA	Pure Drinks, Godrej Products.	REDIF-FUSION	Colgate, BSA Cycle, Garden Silk.